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From-KNOBBE MARTENS OLSON BEAR

949 7609502

T-933 P.006/013 F-818

Application No. : 09/825,772
Amdt. Dated : June 27, 2006
Reply To O.A. Of : February 27, 2006

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Amendments To The Claims

The listing of claims replaces all prior versions and listings of claims. Only those claims being amended herein show their changes in highlighted form, where insertions appear as underlined text (e.g., insertions) while deletions appear as strikethrough text (e.g., ~~deletions~~).

1. – 30. **(Cancelled)**.

30. **(Currently Amended)** A method of providing consumer information about a product to a consumer interested in the product, the method comprising:
receiving a selection of a product by a consumer;
organizing consumer information about the product into specific subject areas;
receiving a subscription to selection of one or more of the specific subject areas;

and

formatting a-deliverables to be sent to the consumer according to the subscription, the deliverables including portions of the consumer information corresponding to the selected one or more specific subject areas.

31. **(Original)** The method of Claim 30, wherein the product comprises a service.

32. **(Currently Amended)** The method of Claim 30, wherein the receiving the selection of the product comprises receiving search constraints including one of "Company," "Brand," "Product," or and "Service."

33. **(Original)** The method of Claim 30, wherein the receiving the selection of the product comprises receiving searching criteria and returning search results.

34. **(Original)** The method of Claim 30, wherein the receiving the selection of the product comprises receiving selections of topical and subtopical information.

35. **(Original)** The method of Claim 30, wherein the receiving the selection of the product comprises receiving information acquired by the consumer using a consumer computing device capable of reading barcodes.

36. **(Currently Amended)** The method of Claim 35, wherein the personal computing device comprises one of a personal digital assistant or and a mobile phone.

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37. **(Original)** The method of Claim 30, wherein the consumer information includes dynamic consumer information.

38. **(Currently Amended)** The method of Claim 30, wherein at least one of the specific subject areas comprises consumer-specified parameters, wherein at least one of the consumer-specified parameters comprises one of a frequency of delivery, a delivery schedule, a delivery when the consumer information reaches a threshold, a delivery date range, an action by a supplier of the consumer information, or and an action by the consumer.

39. **(Currently Amended)** The method of Claim 30, wherein at least one of the specific subject areas comprises one of "Discounts," "Comparisons," "New Releases," "General Information," "Catalogs," or and "Special Offers."

40. **(Original)** The method of Claim 30, wherein at least one of the specific subject areas comprises one or more request services.

41. **(Currently Amended)** The method of Claim 30, wherein the deliverables includes any one or more of an email, a mail message, a page, a telephone call, a telephone message, a mobile phone call, a mobile phone message, or and a message to a consumer computing device.

42. **(Currently Amended)** The method of Claim 30, wherein one or more of the deliverables allows the consumer to purchase the product.

43. **(Currently Amended)** The method of Claim 30, wherein one or more of the deliverables allows the consumer to access online information from a vendor of the product.

44. **(Currently Amended)** The method of Claim 30, wherein one or more of the deliverables allows the consumer to access additional online information.

45. **(Currently Amended)** The method of Claim 30, wherein one or more of the deliverables allows the consumer to select more of the one or more specific subject areas.

46. – 54. **(Canceled).**

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55. (Original) A method of obtaining information about a product, the method comprising:
accessing an online service;
selecting a product from product listings of the online service;
subscribing to one or more subject areas of consumer information about the selected product;
designating delivery parameters corresponding to the subscription, wherein the delivery parameters govern when the consumer information corresponding to the subscribed-to subject areas will be delivered; and
receiving the consumer information corresponding to the subscription.
56. (Original) The method of Claim 55, wherein the product comprises a service.
57. (Original) The method of Claim 55, wherein the delivery parameters govern how the consumer information will be delivered.
58. (Original) The method of Claim 55, wherein the delivery parameters govern the portions of the consumer information to be delivered.
59. (New) The method of Claim 30, wherein the consumer information about the product is supplied by providers of the product.
60. (New) The method of Claim 30, further comprising gathering the consumer information about the product from providers of the product, said gathering used to contact one or more of said providers of the product to inquire whether said one or more providers desires to supply the consumer information about the product.